

# BOOKS FAMILY

## STYLEBOOK

One of the leading online magazines for women

**3.48 mill. Visits<sup>1</sup>**  
**2.59 mill. UVs<sup>1</sup>**

## TRAVELBOOK

Germany's largest travel online magazine

**5.10 mill. Visits<sup>1</sup>**  
**3.67 mill. UVs<sup>1</sup>**

## TECHBOOK

The online magazine for the digital lifestyle

**5.00 mill. Visits<sup>1</sup>**  
**3.48 mill. UVs<sup>1</sup>**

## FITBOOK

Germany's largest online magazine for fitness & health

**4.33 mill. Visits<sup>1</sup>**  
**2.95 mill. UVs<sup>1</sup>**

## MYHOMEBOOK

Germany's largest online magazine for home & gardening

**4.42 mill. Visits<sup>1</sup>**  
**3.25 mill. UVs<sup>1</sup>**

## PETBOOK

The online magazine for all pet owners and enthusiasts

**2.33 mill. Visits<sup>1</sup>**  
**1.84 mill. UVs<sup>1</sup>**

### BOOKS FAMILY – TARGET GROUP<sup>2</sup>

|            | GENDER      | 20 – 49 YEARS OLD | HHNI<br>min. 3.000 € | HIGH LEVEL OF<br>EDUCATION |
|------------|-------------|-------------------|----------------------|----------------------------|
| STYLEBOOK  | 53 % female | 63 %              | 57 %                 | 49 %                       |
| TRAVELBOOK | 56 % male   | 54 %              | 55 %                 | 46 %                       |
| TECHBOOK   | 65 % male   | 63 %              | 57 %                 | 49 %                       |
| FITBOOK    | 54 % male   | 63 %              | 57 %                 | 50 %                       |
| myHOMEBOOK | 50 % female | 53 %              | 55 %                 | 44 %                       |
| PETBOOK    | 62 % female | 47 %              | 62 %                 | 46 %                       |

1) Adobe Analytics 02/2025  
2) Source: b4p 2024 II

# DAILY FIXED PLACEMENTS



**HOMERUN – MULTISCREEN (+ FIRST CONTACT)<sup>1</sup> | 10 – 10 Uhr | Mon. – Sat./ Sun.**

**BASIC / DELUXE**

**Desktop:** Billboard / Billboard (100/1) / Dynamic Fireplace / Bridge Ad / Catalogue Ad (Exp. Sitebar) / Cinematic Ad<sup>2</sup> / Curtain Dropper<sup>2</sup> / (Dynamic) Sitebar / Double Dynamic Sitebar / Fireplace / Image Reveal Ad / TwoFace Ad<sup>3</sup> / Video Wall<sup>2</sup> / Wallpaper / Special ads on demand

**Mobile (MEW + App):** Sticky Lead Ad (4:1/6:1) & Medium Rectangle / Content Ad 1:1 / Catalogue Ad (Exp. MMR) / Cube Ad (MMR) / Gallery Ad (MMR) / Interscroller / Mobile Click & Swipe / TwoFace Ad<sup>3</sup> / Understitial / Mobile Welcome Ad / Mobile Halfpage Ad

**SUPREME**

**Desktop:** Big Stage<sup>4</sup> (Automatic Pre Expanding Video Wall)

**Mobile (MEW + App):** (Video) Lead Ad 2:1 + (Video) Interscroller

[To the specifications](#) 

| PACKAGE <sup>5</sup> | GUARANTEE     | RUN TIME | PRICING BASIC / DELUXE | PRICING SUPREME <sup>4</sup> |
|----------------------|---------------|----------|------------------------|------------------------------|
| Homerun Day          | 200.000 AIs   | 1 Day    | 11.200 €               | 14.000 €                     |
| Homerun Week         | 1.200.000 AIs | 1 Week   | 56.400 €               | 72.000 €                     |

**A-TEASER - MULTISCREEN | 10 – 10 Uhr | Mon. – Sat./ Sun.**

| PACKAGE  | GUARANTEE  | RUN TIME <sup>6</sup> | PRICING |
|----------|------------|-----------------------|---------|
| A-Teaser | 50.000 AIs | 1 Day                 | 4.500 € |

- 1) The selected desktop and both mobile formats (lead ad + main advertising medium) are relevant to the guarantee and billing. If the lead ad is not delivered, the selected mobile main advertising medium is delivered as an ROS placement on the booked day in order to achieve the booked guarantee amount.
- 2) FC 1, a reminder billboard remains | A billboard is required for tablet | With the video wall, the video only loops once | Further reminder advertising media on request | Cinematic Ad: no additional background coloring possible.
- 3) A billboard is required for tablet | no video | Mobile the ad is displayed in the interscroller.
- 4) FC 1/day for the animation, a fallback remains, plus creation costs of € 4,800 for creation by MI, lead time of at least 15 work days from delivery of the assets (video, image material, etc.) The stationary big stage advertising material is displayed on the homepage. The fallback advertising material is played on the ROS. Additional editorial approval required.
- 5) Incl. First Contact, Sat. & Sun.=1 day | Exclusivity on the homepage except CMS areas, e.g. home teaser and taboola.
- 6) Saturday and Sunday count together as one day.



# NATIVE ADVERTISING

## ADVERTORIAL<sup>1</sup>

| PACKAGE                     | GUARANTEE     | RUN TIME <sup>2</sup> | PRICING <sup>3</sup> |
|-----------------------------|---------------|-----------------------|----------------------|
| Advertorial XS <sup>4</sup> | 375.000 AIs   | 2 Weeks               | 7.500 €              |
| Advertorial S <sup>4</sup>  | 500.000 AIs   | 2 Weeks               | 10.000 €             |
| Advertorial M <sup>4</sup>  | 1.000.000 AIs | 4 Weeks               | 17.500 €             |
| Advertorial L <sup>4</sup>  | 1.500.000 AIs | 6 Weeks               | 22.500 €             |

## ADVERTORIAL STAGE

| PACKAGE           | GUARANTEE     | RUN TIME <sup>2</sup> | PRICING <sup>3</sup> |
|-------------------|---------------|-----------------------|----------------------|
| Advertorial Stage | 1.500.000 AIs | 6 Weeks               | 35.000 €             |

## BRAND STORY

### Basic package<sup>5</sup>

| Minimum bookable <sup>6</sup> | Guaranteed Page Views Basic Package | Package Pricing Basic Package | Maximum bookable <sup>6</sup> |
|-------------------------------|-------------------------------------|-------------------------------|-------------------------------|
| 5.000 Views                   | 15.000 Views                        | 50.000 € <sup>7</sup>         | 20.000 Views                  |

## Add Ons<sup>8</sup>

**Data:** Targeting | on selected advertising material

**Social Media:** Sponsored Posts, Content Posts

**Performance:** Just Clicks with & without GEO Targeting, Social Engagement Add-On, Lead Add-On

**Hub:** Stage to collect your Brand Storys

**Insight:** Integrated Surveys / Quizzes for exciting insights<sup>9</sup>

- 1) If delivering the required advertising materials for the advertorial independently, please observe the specifications for AdBundle and Mobile Medium Rectangle.
- 2) Runtime recommendation, adjustable upon request.
- 3) Additional production costs (not SR- and AR-compatible): €2,000.
- 4) Guaranteed impressions apply to RoS placement (Ad Bundle + Mobile Medium Rectangle). There is no reach guarantee for exclusive fixed placement (advertising material freely selectable).
- 5) Runtime: 6 weeks. The lead time must be requested.
- 6) Scalable page views: from €3.50 gross CPV (Cost per View), SR- and AE-compatible, depending on the booking size and the object.
- 7) Additional creation costs: up to 15,000 views: €3,500; up to 20,000 views: €4,000; from 20,000 views: €4,500, not discountable or AE-compatible.
- 8) Further add-on options can be found in [Native Product Factsheet 2025](#).
- 9) Various formats possible.

# NATIVE ADVERTISING

## BRAND HUB<sup>1</sup>

| PACKAGE   | GUARANTEE    | RUN TIME | PRICING <sup>2</sup> |
|-----------|--------------|----------|----------------------|
| Brand Hub | 15.000 Views | 8 Weeks  | 52.500 €             |

## PRODUCT STORY

| PACKAGE       | GUARANTEE                   | RUN TIME | PRICING <sup>3</sup> |
|---------------|-----------------------------|----------|----------------------|
| Product Story | 1.700.000 AIs & 9.000 Views | 4 Weeks  | 33.750 €             |

## Add-Ons<sup>4</sup>

**Data:** Targeting | On selected advertising material

**Social Media:** Sponsored Posts, Content Posts

**Performance:** Just Clicks with & without GEO Targeting, Social Engagement Add-On, Lead Add-On

**Hub:** Stage to collect your Product Stories

**Insight:** Integrated Surveys / Quizzes for exciting Insights<sup>5</sup>

- 1) Additional Brand Storys can be booked.
- 2) Plus creation costs (not SR- and AE-eligible): 10.000 €.
- 3) Plus creation costs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.
- 4) Further add-on options can be found in [Native Product Factsheet 2025](#).
- 5) Various formats possible.

# NATIVE ADVERTISING

## VIDEO PRODUCT STORY

A Product Story that is extended by a specially produced 90-second video to present the product even better. The native product video and an additional reel format are then made available for your own use.

| PACKAGE             | GUARANTEE                      | RUN TIME | PRICING <sup>1</sup> |
|---------------------|--------------------------------|----------|----------------------|
| Video Product Story | 1.700.000 AIs &<br>9.000 Views | 4 Weeks  | 33.750 €             |

## THEME SPECIAL

| PACKAGE         | GUARANTEE     | RUN TIME <sup>2</sup> | PRICING <sup>3</sup> |
|-----------------|---------------|-----------------------|----------------------|
| Theme Special S | 300.000 AIs   | 1 Week                | 13.000 €             |
| Theme Special M | 600.000 AIs   | 2 Weeks               | 23.000 €             |
| Theme Special L | 1.200.000 AIs | 4 Weeks               | 36.000 €             |

- 1) Plus creation costs: €3,000 (not SR- or AE-eligible). Basic review of the content of financial service providers; if necessary and subject to necessary adjustment of the product variant and/or the guaranteed views.  
Plus video creation costs: €5,600 (not SR- or AE-eligible), depending on individual effort. Product must be provided.
- 2) Recommended run time, customizable on request.
- 3) Plus creation costs (not SR- and AE-eligible): 2.000 €.  
Please note: The principle of editorial sovereignty applies to the content of the editorial topic special; for compliance reasons, no customer-specific topic specials can be implemented (e.g. "The big XYZ special presented by XYZ").

# SOCIAL MEDIA

## FACEBOOK SPONSORED POST<sup>1</sup>

A true classic among our social post offers. With joint authorship with our journalistic brands, you benefit from the credibility and reach as well as the high engagement rate on social networks! The package includes 4 posts.

| PACKAGE                 | AIs à 4 POSTS | PRICING <sup>2</sup> |
|-------------------------|---------------|----------------------|
| Facebook Sponsored Post | 800.000 AIs   | 16.000 €             |

## INSTAGRAM SPONSORED POST<sup>1</sup>

Do you want to be on the trend platform par excellence? Join us in reaching users with expressive images and videos. The package includes 4 posts.

| PACKAGE                  | AIs à 4 POSTS / STORIES | PRICING <sup>2</sup> |
|--------------------------|-------------------------|----------------------|
| Instagram Sponsored Post | 200.000 AIs             | 10.000 €             |

## PINTEREST SPONSORED POST

Do you want to inspire your target group? Then Pinterest is the right place for you! Create awareness with powerful sponsored posts with joint sendership with our brands! The package includes 4 posts.

| PACKAGE                  | AIs à 4 POSTS | PRICING <sup>2</sup> |
|--------------------------|---------------|----------------------|
| Pinterest Sponsored Post | 400.000 AIs   | 20.000 €             |

## VERTICAL STORY

The Vertical Story takes place in vertical format via Instagram and Snapchat and is the ideal target group extension for you to reach a younger user base!

| PACKAGE             | AIs à 4 POSTS / STORIES | PRICING <sup>2</sup>  |
|---------------------|-------------------------|-----------------------|
| Booster Package     | 15.000 AIs              | 40.000 € <sup>3</sup> |
| Stand Alone Package | 30.000 AIs              | 80.000 € <sup>4</sup> |

1) Material for Instagram or Facebook must be delivered at least 5 days in advance.

2) Prices plus €800 creation costs, Instagram Stories €1,600 (not SR or AE eligible).

3) Plus creation costs: €5,000 (not SR or AE eligible). Can only be booked in combination with a regular brand or product story.

4) Plus creation costs: €8,000 (not SR or AE eligible).

# VIDEO SPONSORING

## SCALABLE VIDEO SPONSORING - COMPONENTS

### LOGO INTEGRATION IN VIDEO

- Presenter Clip „präsentiert von“ (presented by)
- Banderole (5 sec.)
- Outro Clip „präsentiert von“ (presented by)

### MEDIA COMPONENTS

- Media Package Multiscreen on all video article pages<sup>1</sup>
- Media Package Multiscreen in ROS for traffic delivery

## VIDEO SPONSORING BASIC PACKAGE

| PACKAGE                                     | GUARANTEED VIEWS         | GUARANTEED AIS | RUN TIME | PRICING               |
|---|--------------------------|----------------|----------|-----------------------|
| Video Sponsoring Basic Package <sup>2</sup> | 5.000 Views <sup>3</sup> | 200.000 AIS    | 4 Weeks  | 22.000 € <sup>4</sup> |

## VIDEO SPONSORING SPECIAL FORMATS

|                              |  |             |         |                      |
|------------------------------|--|-------------|---------|----------------------|
| TRAVELBOOK Places            | 3.000 Views<br>12.000 Views <sup>5</sup> | 50.000 AIS  | 4 Weeks | 6.760 € <sup>4</sup> |
| FITBOOK<br>Everyday athletes | 10.000 Views                             | 100.000 AIS | 4 Weeks | 8.200 € <sup>4</sup> |

## POSSIBLE ADD ONS (BASIC PACKAGE)

| PACKAGE           | GUARANTEE                    | RUN TIME                    | PRICING                   |
|-------------------|------------------------------|-----------------------------|---------------------------|
| Advertorial S     | 500.000 AIS                  | 2 Weeks                     | 10.000 € <sup>6</sup>     |
| Brand Story Basic | 15.000 Views                 | 2 Weeks                     | 50.000 € <sup>7</sup>     |
| Product Story     | 1.700.000 AIS<br>9.000 Views | 4 Weeks                     | 33.750 € <sup>8</sup>     |
| Product Placement | Equals episode guarantee     | beyond the episode run time | from 5.000 € <sup>9</sup> |

For existing video formats, a lead time of 2 weeks applies. For new/individual formats, a lead time of 2 months and a minimum purchase of 5 episodes apply. A season consists of a maximum of 10 episodes.

- 1) Additional fixed placement on the stage is only available from a minimum purchase of 5 episodes, if a stage is available.
- 2) A booking must include at least one logo integration component and a media package.
- 3) When booking more than one episode, the views of all videos count towards the total guarantee.
- 4) SR, AR & AE eligible. Plus 500 € creation costs. Creation costs are not eligible for SR or AE.
- 5) For video package 1 episode (3,000 views) / for video package 4 episodes (12,000 views).
- 6) Plus € 2,000 creation costs. Creation costs are not eligible for SR or AE.
- 7) Plus € 4,000 creation costs. Creation costs are not eligible for SR or AE.
- 8) Plus € 3,000 creation costs. Creation costs are not eligible for SR or AE.
- 9) Price per season per setting (location/situation) € 5,000 to max. € 10,000. Variations possible depending on integration. Costs are not SR- or AE-eligible.

# STRATEGIC PARTNERSHIP



## STRATEGIC PARTNERSHIP

| PACKAGE              | RUN TIME      | PRICING        |
|----------------------|---------------|----------------|
| Co-Partnership Light | from 3 Months | from 150.000 € |
| Co-Partnership       | from 3 Months | from 250.000 € |
| Premium Partnership  | from 6 Months | from 500.000 € |

## POSSIBLE COMPONENTS

### STORYTELLING

Brand Storys, Product Storys, Advertorials

### MEDIA & BRANDING

Home Run, A-Teaser, Theme Special, Display (RoS)

### VIDEO

Sponsoring of Video Content + Product Placement + Media

### DEEP INTEGRATION

Logo Integration<sup>2,3</sup>, Exclusivity<sup>3,4</sup>, In-Article Widgets, Newsletter Integration, Sticky Bar<sup>3</sup>, Notifications, Events and Surveys<sup>3</sup>

### DATA

Data Usage<sup>2,3</sup>

- 1) Only limited components available for Co-Partnership Light.
- 2) Not included in Co-Partnership.
- 3) Not included in Co-Partnership Light.
- 4) Possible in Co-Partnership as industry exclusivity.





# CPM RATECARD

| MULTISCREEN DISPLAY ( Mobile, Desktop, Tablet)  |  |   |      |  |      |  |      |
|---|--|---|------|--|------|--|------|
|   |  | AdBundle, Skyscraper, Superbanner, Native Style Ads, Medium Rectangle |      | Wallpaper, Halfpage Ad                 |      | Fireplace, Sitebar, Billboard <sup>1</sup> |      |
| Mobile Content Ad 6:1 + 4:1   |  | RoS & Custom  | 50 € | RoS & Custom                           | 60 € | RoS & Custom                               | 70 € |
| Mobile Content Ad 2:1, Mobile Medium Rectangle  |  | RoS & Custom  | 60 € | RoS & Custom                           | 70 € | RoS & Custom                               | 80 € |
| Mobile Content Ad 1:1, Understitial <sup>2</sup> Interscroller <sup>2</sup> , Sticky Lead Ad 4:1  |  | RoS & Custom  | 72 € | RoS & Custom                           | 82 € | RoS & Custom                               | 92 € |
| VIDEO   |  |   |      |  |      |  |      |
| InText Outstream Ad <sup>3</sup> on start, up to 20 sec.  |  | RoS & Custom  | 60 € | X-Stream Ad <sup>4</sup> Up to 20 sec. | RoS  |  | 65 € |
| <b>MULTISCREEN - Traffic distribution between stationary and mobile is based on availability</b><br><b>DISPLAY ROP - incl. a targeting of your choice (options: Socio, Regio Standard, Interest, Contextual, Perfect Fit) / Further targetings additive according to targeting price list; exception ID-based targeting</b> |  |   |      |  |      |  |      |

## Additional Options

|                                 |   |
|---------------------------------|---|
| Double Dynamic Sitebar          | CPM sitebar plus €5 surcharge in combination with a mobile format |
| Dynamic Fireplace               | CPM Fireplace plus €5 surcharge in combination with mobile format |
| Video Wall                      | Desktop only, RoS&Custom: 90 € CPM <sup>9</sup>                   |
| Desktop Only                    | Highest price category plus € 10 CPM surcharge                    |
| Mobile Only                     | Highest price category  |
| Tandem- / Triple Ads on request |   |
| Other video formats on request  |   |

- 1) Can also be booked as a cinematic ad in RoP and RoS (selected pages) (surcharge +€5 in combination with a mobile format).
- 2) Mobile Halfpage Ad im Interscroller buchbar.
- 3) Excess length (21-30 sec.) + 20 € CPM // Short spots (7-15 sec.) - 10 € CPM // VPAID + 10 € CPM // Paid targeting possible for a CPM surcharge.
- 4) Longer spots (21-30 sec.) +€10 CPM // Short spots (up to and including 6 sec.) -€10 CPM. Excess length (31+ sec.) on request, surcharge depending on excess length.
- 5) Only the billboard is displayed on tablets, other formats on request. FC 1/24h, no autoplay, subject to editorial approval, limited to one-time looping.